

INFORMATION

TAB SECTION: 3

  X   ACTION REQUIRED

DATE OF MEETING: 5/29/08

DATE MATERIAL: 5/16/08

PREPARED BY: Craft/Lieberman

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AGENDA ITEM: MHSOAC Communication Plan

ENCLOSURES: • MHSOAC Communications Draft Work Plan Outline

OTHER MATERIAL RELATED TO ITEM:

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**ISSUE:**

In February 2008, the MHSOAC heard a first reading of the Communications Draft Work Plan. Commissioners Eduardo Vega and Patrick Henning presented the proposed plan to the MHSOAC. Commissioners and stakeholder public comment informed aspects of the proposed plan, and what comes before the Commission now is a revised, simplified, more concise version of the work plan. The Communications Work Plan requires a vote for adoption.

It should be noted that the Communications Unit staff already have been working on producing aspects of the plan – including press releases; arranging news interviews for stigma reduction (specifically that of Chair Gayle with a Sacramento NPR-affiliate radio station in Sacramento); continued media outreach, newsletter production, biography writing and Website planning.

At the same time, we recognize that deeper discussion and thinking is needed as the Communications Unit staff prepares to develop issue briefs for commissioners and the public. We anticipate that, upon entering the year 2009, the fifth anniversary of voter approval of Proposition 63, some public examination into the results and products of the MHSOAC will take place. The assumption is based on a media tradition of investigation and analysis whenever a 5, 10, 15-year, etc. anniversary of major public policy approaches. Answering public inquiries regarding MHSA funding streams and the resultant benefits will become a key component of successful communication of MHSOAC activities in the areas of oversight and accountability as well as outreach to communities. It is expected that these deeper discussions are to come, and that this particular version of the Communications Draft Work Plan 2008 outlines more immediate activities of the Communications Unit. One of these activities of prominent importance is the launching of a more easily negotiated and user-friendly Website, a key component of outreach.

***Proposed Motion: Adopt the MHSOAC Communication Plan***